

ORDER

Orders	Order / Rev:	711861	Primary AE:	Jim Quinn
	Alt Order #:	06306262	Sales Office:	T-PHI
	Product Desc:	ROMNEY FOR PRESIDENT	Sales Region:	NAT
	Estimate:	56		
	Flight Dates:	09/07/12 - 09/10/12		
	Original Date / Rev:	09/06/12 / 09/07/12		
	Order Type:	Political		
Agency	Name:	American Rambler Productions/ POL		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		138 Conant Street	Billing Cycle:	EOM/EOC
		Beverly, MA 01915	Agency Commission:	15%
Advertiser	Name:	Romney/ R / President		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PL-Presidential	Order Separation:	00:15:00
	Priority:	P-3	Advertiser External ID:	
	Revenue Codes:	AGY, GEN, POL	Agency External ID:	

					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/10/12	62	\$10,125.00	\$8,606.25	September 2012	62	\$10,125.00	\$8,606.25	0.00
					Totals	62	\$10,125.00	\$8,606.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share		Share	Total
WJXX-TV		11%	\$10,125.00
Market		100%	\$92,045.45

Competitive Share		Share	Total
CABLE		0%	\$0.00
WAWS		3%	\$2,761.36
WCWJ		0%	\$0.00
WJXT		27%	\$24,852.27
WTEV		35%	\$32,215.91
WTLV		24%	\$22,090.91

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WJXX	09/07/12	09/07/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	-----F--	:30	2	\$90.00	P-3	0.00	NM	2	\$180.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12 09/09/12 -----F-- 2 \$90.00 0.00															
2	WJXX	09/10/12	09/10/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	M-----	:30	1	\$90.00	P-3	0.00	NM	1	\$90.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 M----- 1 \$90.00 0.00															
3	WJXX	09/07/12	09/07/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	-----F--	:30	2	\$110.00	P-3	0.00	NM	2	\$220.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 711861
Alt Order #: 06306262
Flight Dates: 09/07/12 - 09/10/12

Order / Rev: 711861
Alt Order #: 06306262
Flight Dates: 09/07/12 - 09/10/12

Advertiser: Romney/ R / President
Product Desc: ROMNEY FOR PRESIDENT WJXX-TV
Estimate: 56

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
16	WJXX	09/10/12	09/10/12	General Hospital	CM	.	M-----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
				General Hospital											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1				\$100.00		0.00			
17	WJXX	09/07/12	09/07/12	4-5p	CM	M-F 4-5p	-----F--	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
				M-F 4-5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----F--		1				\$100.00		0.00			
E 18	WJXX	09/10/12	09/10/12	4-5p	CM	M-F 4-5p	M-----	:30	1	\$100.00	P-3	0.00	NM	0	\$0.00
				Anderson											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1				\$100.00		0.00			
	Spot	Ch	Date Range	Description		<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Type</u>
	1	WJXX	09/10/12-09/16/12	4-5p		M-F 4-5p				M-----		:30	(\$100.00)	0.00	NM
				Credited											
				[CR]											
19	WJXX	09/10/12	09/10/12	FCN News at 5pm	CM	M-F 5p-5:30p	M-----	:30	2	\$80.00	P-3	0.00	NM	2	\$160.00
				M-F 5-5:30pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		2				\$80.00		0.00			
20	WJXX	09/07/12	09/07/12	FCN News at 5pm	CM	M-F 5p-5:30p	-----F--	:30	2	\$80.00	P-3	0.00	NM	2	\$160.00
				M-F 5-5:30pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----F--		2				\$80.00		0.00			
21	WJXX	09/07/12	09/07/12	FCN News at 5:30	CM	M-F 5:30p-6p	-----F--	:30	2	\$110.00	P-3	0.00	NM	2	\$220.00
				M-F 5:30-6pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----F--		2				\$110.00		0.00			
22	WJXX	09/10/12	09/10/12	FCN News at 5:30	CM	M-F 5:30p-6p	M-----	:30	2	\$110.00	P-3	0.00	NM	2	\$220.00
				M-F 5:30-6pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		2				\$110.00		0.00			
23	WJXX	09/07/12	09/07/12	FCN News at 6	CM	M-F 6p-6:30p	-----F--	:30	2	\$130.00	P-3	0.00	NM	2	\$260.00
				M-F 6-6:30pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----F--		2				\$130.00		0.00			
24	WJXX	09/10/12	09/10/12	FCN News at 6	CM	M-F 6p-6:30p	M-----	:30	2	\$130.00	P-3	0.00	NM	2	\$260.00
				M-F 6-6:30pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		2				\$130.00		0.00			
25	WJXX	09/07/12	09/07/12	FCN News at 7p	CM	M-F 7p-7:30p	-----F--	:30	2	\$275.00	P-3	0.00	NM	2	\$550.00
				M-F 7-7:30p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----F--		2				\$275.00		0.00			
26	WJXX	09/10/12	09/10/12	FCN News at 7p	CM	M-F 7p-7:30p	M-----	:30	2	\$275.00	P-3	0.00	NM	2	\$550.00
				M-F 7-7:30p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		2				\$275.00		0.00			
27	WJXX	09/10/12	09/10/12	Extra	CM	M-F 7:30p-8p	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
				M-F 7:30-8p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1				\$200.00		0.00			

Order / Rev: 711861
Alt Order #: 06306262
Flight Dates: 09/07/12 - 09/10/12

Advertiser: Romney/ R / President
Product Desc: ROMNEY FOR PRESIDENT WJXX-TV
Estimate: 56

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
28	WJXX	09/07/12	09/07/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p	-----F--	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	-----F--		1				\$200.00		0.00				
29	WJXX	09/07/12	09/07/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	-----F--	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	-----F--		2				\$225.00		0.00				
30	WJXX	09/10/12	09/10/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	M-----	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	M-----		2				\$225.00		0.00				
31	WJXX	09/10/12	09/10/12	Nightline Nightline	CM	M-F 11:35p-12:05a	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	M-----		1				\$200.00		0.00				
32	WJXX	09/07/12	09/07/12	Nightline Nightline	CM	M-F 11:35p-12:05a	-----F--	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	-----F--		1				\$200.00		0.00				
33	WJXX	09/10/12	09/10/12	GMJ Sunrise M-F 5-6a	CM	5-6a	M-----	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	M-----		1				\$60.00		0.00				
34	WJXX	09/07/12	09/07/12	GMJ Sunrise M-F 5-6a	CM	5-6a	-----F--	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	-----F--		1				\$60.00		0.00				
35	WJXX	09/08/12	09/08/12	GMA Saturday GMA Saturday	CM	GMA Saturday	-----S-	:30	1	\$85.00	P-3	0.00	NM	1	\$85.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	-----S-		1				\$85.00		0.00				
E 36	WJXX	09/08/12	09/08/12	FCN Sat News at 6:30 CM Sat 6:30-7p/7p news after football	CM	Sat FCN News We-----S-	:30	1	\$150.00	NON	0.00	NM	0	\$0.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	-----S-		1				\$150.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
	1	WJXX	09/03/12-09/09/12	FCN Sat News at 6:30		Sat FCN News W				-----Sa--		:30	(\$150.00)	0.00	NM	
E 37	WJXX	09/08/12	09/08/12	Sa 7-8P Sa 7p-8p	CM	Sa 7p-8p	-----S-	:30	1	\$125.00	NON	0.00	NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	-----S-		1				\$125.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
	1	WJXX	09/03/12-09/09/12	Sa 7-8P		Sa 7p-8p				-----Sa--		:30	(\$125.00)	0.00	NM	
38	WJXX	09/08/12	09/08/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	-----S-	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	-----S-		2				\$225.00		0.00				
39	WJXX	09/09/12	09/09/12	GMJ Sunday GMJ Sunday	CM	Sun 7a-730a	-----S	:30	1	\$55.00	P-3	0.00	NM	1	\$55.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	-----S		1				\$55.00		0.00				
40	WJXX	09/09/12	09/09/12		CM	First Coast News C								1	\$50.00	

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Advertiser: Romney/ R / President
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Estimate: 56

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Advertiser: Romney/ R / President
 Product Desc: ROMNEY FOR PRESIDENT
 Estimate: 56

WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N52	WJXX	09/09/12	09/09/12	GMJ Sunday GMJ Sunday	CM	Sun 7a-730a	-----S	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S		1				\$50.00		0.00			
														Totals	62 \$10,125.00